

# Lake Champlain Chocolates



## Crafting a New Site for Premium Chocolates

Lake Champlain Chocolates specializes in producing premium, small-batch chocolates made from local and all-natural ingredients.

lakechamplainchocolates.com

Magento Solution Partner:

**Grand River**

thegrandriver.com

**"With Enterprise we created an upscale online shopping site that reinforces our brand, features a customized checkout, and has tools that gift givers need for a seamless shopping experience."**

**Jim Lampman**  
founder and owner

## Challenge

### Capture Rapid Online Growth Through Site Design

Lake Champlain Chocolates have been sold online since 1996; the website was a vital distribution channel. The eCommerce team sought a redesign to ensure that the website would keep pace with the rapid growth of their business.

Lake Champlain asked for a site that would...

- Better convey their premium brand online
- Deliver an intuitive, upscale shopping experience
- Offer sophisticated gifting tools

## Solution

### Tap the Functionality of Magento Enterprise

Lake Champlain Chocolates enlisted Magento Gold Solution Partner Grand River to redesign their eCommerce site with the features of Magento Enterprise:

- Checkout features customized by Grand River let shoppers ship products to multiple addresses on multiple dates
- Ability for customers to add messages to gift purchases
- Built-in promotional marketing tools and search engine optimization
- Content and order management system
- Customer service interface
- Analytics and reporting functionality

## Results

### Sweet Success

The new site is a beautiful showcase for Lake Champlain Chocolates' gourmet brand and delivers a seamless shopping experience..

Proof of performance: Cyber Monday 2011 (Nov. 28)

- 16.44% conversion – more than 2x previous Cyber Monday
- Customer satisfaction enhanced
- Average order size up 20%